

## **Amendments to the Specification:**

*Please amend the paragraph beginning on page 11, at line 16 as shown below:*

FIG. 36 is a diagram of an embodiment of a lead report message schema according to the teachings of the present invention [[.]];

FIGS. 37A, 37B, and 37C is a diagram of an embodiment of the user session message format for transmitting user online session data to the report process.